

– the otherwise unconventional, the otherwise not so typical, the other wise ways of approaching the world and the things we create and interact with.

How can we push the idea of the book up the channels and tributaries of technological space?

And in those channels and tributaries, how can we evolve the book into an informational tool that helps enhance a user's experience in a wired and networked world bombarded by discouraging technotrash annoyances (i.e. pop-ups and spam)?

What opportunities can we create that:

- 1) allow communities to critique our role and methods as information disseminators, and**
- 2) open a space for one another to contribute to the evolution of a world that can be sustainable and preservable?**

Breaking the idea of the conventional purpose and functionality of the book is a difficult process, but the book is an existing and historically popular form of media that can be used to open up other channels of information dissemination in technological space. The book is a medium that can serve as an arrow that can point us in a direction where we can transfer our quietly highlighted and column-scribbled reflections and critiques into an arena where we can exchange our knowledge openly, in real-time fashion. Together, we can build upon something that will afford a higher chance for actual change in our outlook on our futures as makers and consumers, as well as allow us the chance to collectively make empowered and progressive decisions.

Disseminating a message is partly about making the message quick and easy. Thin pocket-sized books serve us well because we don't have to think about their bulk of existence. Compelling, multi-faceted writers are also essential in making a message understood. Yes, the dissemination should be easy and affordable, but more importantly, the message itself needs to be thought provoking and evocative. It must be challenging and norm breaking or else no change or progression will come of it. A website that connects to a printed message needs to have an obvious and easy clarity to it. Perhaps it should not simply supplement the printed literature, but be able to stand-

There is a fine line between creating a space where people can interpret their readings for themselves, and creating a space that can be too leading or directed. If the design of a book is going to be purposefully graphical (i.e. USER and Rhythm Science), or if a design is constructed in a manner that seems skeletal or templated (i.e. Shaping Things), then I believe an outlet needs to be created where the reader can convey their experiences and suggest alternative design solutions with the visuals, as well as show or explain how they themselves visualize what they are understanding.

alone should the printed literature cease to exist one day. The printed message also needs to be as direct as possible about its relationship with the connecting website or other media form. Whether it's as direct as informing an audience of the website on the cover or on the first page, it needs to be clear that the book does not stand-alone. The book is an invitation tool and map that can guide us to a larger community of like-minded or curious beings.

Although the real world and cyber world are just a click away, there is still a distance between them caused by the juxtapositions between the personal and the impersonal, the permanent and the limitless. If a connecting website serves partly as a destination, then it should allow a space for reflection and summation of the journey to the site as well as through the site offerings. Perhaps a creative space should be constructed for the public to generate and contribute their own webtakes. In this way, others can engage in a manner where they not only comment creatively, but also will then be able to engage in their own practice of visual experimentation and cultural intervention. We need to also allow and encourage experimentation without having the idea of failure equate to being a bad media designer.

MUSCULAR AURA

It is an epic-
enter
for other
forms
of media.

There exists a strength in books with which other forms of media cannot compete. Be it author notoriety, the writing style, the cover design, catchy chapter names, storylines, large bold pull quotes or the size, books tempt us to interact with them, captivating us in ways that other forms of technological media cannot. In them exists an aura that connects us in ways digital interfaces have not yet proven to be capable of. Information can be disseminated in endless ways, but what makes a form of media stick to us is a form that comes equipped with an element that leaves us nostalgic about it, that makes us sense its value in our hands, that has a smell or a tangibility to it that is precious to us, that it is aging as we are, and that drives us to preserve them like jewels.

Some suggestions for the web:

- virtual savable notes that can be indexed and attached to specific pages or lines within a PDF page.
- weblog, open forum
- expanding reference library
- game room where icons and images from the Mediaworks series can be combined with customizable pull quotes and single words for people to formulate their own quick takes. These can be posted and/or emailed – a jumping off point for one's own creative interpretations.

by Mari Nakano

the otherwise

The book is an artifact, or rather an art of facts and fictions that allow our imaginations to twirl around freely, and that empower our minds to think of